

MAY CHANGE LINCOLN ROAD

Rivalry Between Salt Lake City and Ogden May Result in Taking Latter Off Route.

OGDEN STARTS THE TROUBLE

The sharp rivalry between two Utah cities, Ogden and Salt Lake City, may cause a change in the official route of the Lincoln highway.

The route planned by the Lincoln highway officials before the original proclamation of the route was issued, passed through Salt Lake City. Later, at the request of Governor William Spry of Utah, it was rearranged to include Ogden.

Ogden has since made desperate efforts to divert Lincoln highway motorists to the north of Great Salt Lake, and away from the official course through Salt Lake City and thence around the lake via the southern way.

Citizens of Utah make no secret of the fact that the Lincoln Highway association will be petitioned to cut Ogden off and return to the original route.

Dr. C. Hart Merriam, the Washington, D. C., motorist, and road scout since the war, makes a vigorous protest against an article in one of the motor magazines, which praises the northern route around the lake. He brands it as "outrageous misinformation," and says the editor has been grossly misled as to the relative merits of the two routes, with both of which the doctor has a thorough personal acquaintance.

S. D. Waldon, vice president of the Packard Motor Car company, a noted touring authority, warns motorists not to be misled by Ogden's advice into taking the northern route. The large amount of travel over the official route, he asserts, is a valuable safeguard to travelers.

Even Numbers There is Safety. "In a breakdown in the middle of the Great American desert," he declares, "would be robbed of its dangers by the certainty that within a few hours a car, motorcycle, train, school or man on horseback would pass, going one way or the other. Every ranch along the southern route carries gasoline. Every ranch has water. And where the official route crosses the Great American desert, the county has put a well midway of the sixty miles of desert going. Thirty of the sixty miles are better than any speedway I have ever traveled. I have traversed this stretch in better than a mile a minute."

Waldon has driven the 300 miles from Elly to Salt Lake City, the official of the two mooted routes, between 8 a. m. and 11 p. m., a record which would not possibly have been made over a road not clearly defined and in good condition.

Another thing in favor of the southern, or official route around the lake, is that it goes through Elly, the best branching off place on the Lincoln highway for Los Angeles, with more than half the tourists wish to go.

MAXWELL TEAM IS FIRST TO ENTER INDIANAPOLIS RACE

Three of the new 1915 Maxwell racers have been entered in the big 500-mile race in Indianapolis, on Memorial day, and according to the speedway officials the Maxwell cars were the first entries made this year.

January 23 motorcyclists of Bay City, Mich., celebrated their third annual banquet.

Electric for Milady's Comfort



The Woods Motor Vehicle company will have on exhibit at the Chicago show one dual control worm drive five-passenger model, selling at \$3,100; one light four-passenger model selling at \$2,850, and one chassis showing the new features of construction.

For 1915 the Woods' line will consist of a five-passenger dual control at \$3,100, one five-passenger rear control and one five-passenger front control at \$3,000, and one four-passenger rear control model at \$2,850.

The five-passenger models will be built on a chassis having 110 inch wheel base. The four-passenger model chassis will have a wheel base of 109 inches.

In the design of the 1915 Woods' body the graceful curved lines are much in evidence. The curved door with rounded window corners throughout is still a distinguishing feature of the Woods' design.

The construction of the 1915 Woods' chassis again shows considerable attention to the matter of spring resiliency. Full elliptic springs, both front and rear, are still a feature. The rear springs are mounted on radius rods extending from underneath the chassis to the rear axle. This construction gives a leverage to the springs and reduces by about 40 per cent the road shock which the rear springs will be required to absorb.

The design of the chassis frame members in the form of a letter "D" with the opening down is still a unique Woods' feature. This has several advantages, for instance, it allows placing the springs, both front and rear, inside of the side chassis frame members, giving very substantial connection and at the same time allowing for a wider frame construction and consequently better foundation for the roomy Woods' bodies.

The Woods' models on display at the show are particularly noticeable on account of their very attractive trimming and their rather striking combination of pleasing colors.

Tests by Chandler Prove the Economy of Light Six Car

In view of the general opinion held, until recent years, that the six-cylinder motor car was more expensive to operate than the four-cylinder type, data recently gathered by the sales department of the Chandler Motor Car company possesses more than ordinary interest to the automobile buyer.

"In the last few years we have received hundreds of letters from Chandler owners throughout the country, giving the mileage and the average consumption of gasoline made by their cars in daily service and on long trips," says C. A. Emlie, vice president of the Chandler company.

"We have tabulated the mileage from these various letters and find that owners of the Chandler Six have driven 1,743,733 miles, with an average of seventeen and one-eighth miles to the gallon. The speedometer records of these various owners as compared with their use of gasoline has given them a varying mileage, ranging from fifteen miles to over nine-

teen miles to the gallon, but the average for over a million and a half miles of seventeen and one-eighth miles to the gallon is a remarkable tribute to the economy of the Six."

AUTO SCHOOLS ARE NOW BECOMING A BIG FACTOR

"As each year brings forth hundreds of thousands of new cars, the need of men trained to keep these cars in running order is apparent," says Mr. Anderson of the National Auto Schools. "Just as the manufacturing of cars has advanced by leaps and bounds so has the profession of teaching the mechanics of automobiles. The demand for trained automobile mechanics has already far exceeded the supply. Our school has established its responsibility to bring forth these trained men and we have concentrated our efforts to do the teaching well rather than to build a big school."

A new motorcycle club has been formed in Cincinnati, O., known as the Queen City Motorcycle club. It has twenty-two charter members. The organization is planning to affiliate with the F. A. M.

CUT-OVER CHASSIS IS FEATURE OF STEARNS EXHIBIT

The F. B. Stearns company will exhibit as a leading feature of their exhibit at the Automobile show, the cut-over chassis of their \$1,750 Silent-Knight Model, which made such a hit at the New York show, keeping an interested crowd about it from morning until night.

This chassis is so cut away as to show the operation of the motor sleeves, eccentric rods, eccentric shaft, silent chains, etc., as well as other parts, such

as the clutch, transmission and differential gear. All are driven by an electric motor, so that the working parts are shown in action.

In addition to this chassis, the Stearns company will show an especially finished six-cylinder, six-passenger car. This type of car has made an unusual hit in eastern cities, especially in Washington, D. C., where it has become known as the club car. Included in the exhibit will be found

two special limousines and two of the new \$1,750 light four models—the first Stearns cars ever built to sell under \$3,000.

Coat for Motoring.

A Dunstan raglan is a very loose modeled coat, with low drop sleeve having the nylon seam over the shoulder. Though the sleeve is large, the cuffs fit closely and are handied with blended squirrel to match the broad collar. The coat

is lined with shot gold satin and fastened with seamed leather buttons.

New Automobile Carrier.

Sole leather pillow cases containing a yellow silk pillow and having a magazine pocket on the outside are new in the way of carriers. They are designed to go with the pleated victoria, overnight bag and tea box, with its silver fittings. The cases all matching make quite an interesting traveling outfit.

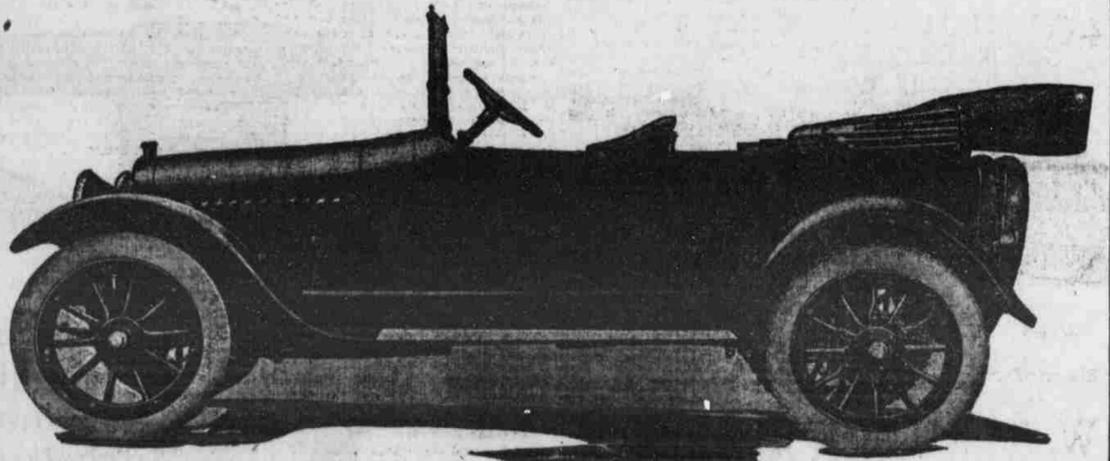


The Maxwell Motor Sales Corporation is exhibiting at the Omaha Automobile Show at the Auditorium, all three Models of the Maxwell "Wonder Car," and a Special Exhibit will be found at Rome Hotel, Rooms A 39 and A 40.

This gives the public and the automobile trade an opportunity to compare the "1915" \$750 Maxwell (with its 17 new features) with other automobiles of every price.

The "meeting place" for all dealers will be the Maxwell Headquarters at Rooms A 39 and A 40, Rome Hotel.

Maxwell Motor Sales Corporation.



Model 32--\$1,400

A NEW CHALMERS LIGHT SIX WILL BE SHOWN FOR FIRST TIME AT THE AUTO SHOW

This new Chalmers "Six" is the result of a demand that has sprung up for a quality car at \$1,500 or less.

This car is just as distinctive a model as is the "Light Six" or the "Master Six." It is not a cheaper edition of these two famous Chalmers "Sixes." It is a New car created solely to meet a recognized demand.

Because it is somewhat smaller and lighter than either of the other "Sixes" it was necessary to develop a different kind of construction.



Quality First

For instance, a unique type of spring suspension was originated. It gives this lighter, smaller car all the easy riding quality characteristic of the "Light Six" and the "Master Six."

Even the motor—because of the type of the car—is of DIFFERENT construction. It is of unusually small bore and extra long stroke—a high speed motor that produces a wonderful amount of power on a minimum consumption of gasoline.

Throughout this car is evidenced the same care and skilled workmanship you find in the "Light Six" and the "Master Six." The materials, too, are of equally high quality.

In a word—it is a Chalmers car—with all that means—at \$1,400.

YOU ARE WELCOME AT OUR SALESROOM

STEWART-TOOZER MOTOR CO.

EXHIBIT ON THE STAGE

Dealers—Do not fail to have us discuss our new agency plan with you.

2048-50-52 FARNAM STREET.

OMAHA, NEBRASKA.

BRISCOE

\$785.00

Including electric self-starter, electric lights, generator, one-man saddle seat and back, wire wheels, speedometer, MacPherson magnets, windshield, etc.



This French Car Has No Competitor

There are plenty of people satisfied with ordinary, cheap, unattractive cars, hastily built and hurriedly bought.

Others, with no more money to invest, want a really high-grade light car. The Briscoe Car appeals to these discriminating purchasers, because it is built of the finest material, with the greatest care in workmanship—a car of assured reliability and of highly finished, artistic appearance.

The manufacturers intended that the Briscoe Car should satisfy discriminating buyers by years of service and by a quality of service beyond their expectations.

The Briscoe Car was first built in the Briscoe experimental shops at Billencourt, near Paris. The leading French engineers collaborated in producing it. It is the finished product of three years' careful investigation and study on the part of Americans who have had fifteen years' experience in building American cars. The Briscoe has been tried and proved under every conceivable practical test, both abroad and at home.

Arrange for a demonstration to-day. In demonstrating the new Briscoe Car we want to put it through the severest tests you can suggest. We want you to see its smooth propulsion at all speeds, under all conditions of control, on all sorts of roads and hills. You will quickly realize that you are riding in a different kind of car than you expected for this price. You will begin to understand the genius of French engineering, and you will no longer wonder why French automobiles were able to sweep everything before them at the recent Indianapolis races.

Come in to-day, or phone us for a demonstration.

Note carefully the following features, boasted of in cars costing \$1100 to \$1400. You would demand them if you were paying \$1500 or \$2500. The BRISCOE has them—without additional charge:

- French Chassis
- Alloy body designed by Carrosserie Internationale, Paris
- 181-inch wheelbase
- Sunken center
- Headlight
- Electric lights
- Silent electric starter
- Wire wheels (wood covered)
- Full-acting rear axle
- Continental type front axle
- Electric horn button on steering wheel
- Alloy Tires (Guaranteed 5000 miles)
- Flush instrument board
- Carrying carburetor adjustment, speedometer, oil gauge and electric group
- Light weight, 1900 pounds
- Three-point suspension
- Luxurious upholstery
- Home comfort seats
- Left hand drive
- Chrome Vandenberg Wheel
- One-man MacPherson top and boot
- Parlolex curtains
- Gasoline tank under seat
- Patrol—Michelin quality
- Brewster Green
- Extra long, new alloy steel springs
- Safety-first brakes
- High-tension magnets
- All bearings bronze lined with Babbitt (not found in other cars under \$5000)
- Motor, 18-in. I-head type
- Lamp-socket, high-speed motor
- Cylinders 2.8 x 3.1-8
- Transmission unit with motor
- Speedometer on transmission shaft

Briscoe Motor Company, Inc., Jackson, Mich.

On Center Aisle, Section 7, Auto Show, This Week.

LININGER IMPLEMENT CO., OMAHA, NEB. DISTRIBUTORS.